

Thoughts on How to Market a Real Estate Gift Program

By Dennis Bidwell

Research and anecdotal reports point to one marketing theme that tends to work better than all others when it comes to attracting gifts of real estate to a non-profit organization. It isn't an emphasis on the tax deductions that can be generated by real estate gifts. And it isn't an appeal to the wonderful mission and good works of the organization.

What is it? *It's an appeal to the fact that many aging property owners find the continued ownership and management of properties (especially second or third or fourth homes) burdensome and worrisome.*

Such property owners are often eager for ideas on low-hassle ways of disposing of their real estate, especially when it furthers their charitable objectives and serves their tax planning needs.

So, rather than run magazine and newsletter advertisements that say "Give us your real estate because we're a wonderful organization and will do good things with your gift," try something like this:

"If you're approaching a time in your life when you need to make decisions about parting with a property that has become more burdensome than enjoyable, give us a call. We have ideas that might work for you and work for us."